

# Forum THNS 2017

## Presentation summary - RCP Design Global

### How to bring well-being to our cities through public transport mobility ?

#### Part 1

*RCP is an industrial design agency specialized in urban mobility, public transportation, stations and public transport lines. RCP thinks of public space as a sensory experience to make urban mobility a success.*

Design makes connections through emotion. In this context, « emotion » means human perception. Design the links between the user and the public space improve the travelling experience in order to provide security and comfort. Through design the service is more expressive and attractive.

#### **What is Sensory design?**

##### **How does design facilitate the use of urban transport spaces?**

Sensory design makes public transport user friendly, intuitive and attractive. The results of sensory design provides the knowledge of where to put the design effort in order to create public spaces that meet users' needs, taking into account technical and industrial constraints within a given budget.

#### Part 2

The tram line in Tours is an example of how sensory design can make more people travel by tram.

In this project, sensory design played an important part to define passengers' needs. The success of the tram is based on an industrial understanding of the importance of sensory design.

**Goal:** Design urban equipment and spaces that correspond to travellers' needs and uses, to make people *want* to travel by urban transport because attractive and user friendly public transportation makes more people use them.